A communication system for efficient sales promotion of a product or a service is provided. An information providing site is provided with a simple diagnosis 5 processing portion for performing a simple skin diagnosis of a user of a terminal device, a simple result transmitting portion for transmitting simple diagnosis data and an ID key to the user, and a customer data extracting portion for transmitting private data and the simple 10 diagnosis data to a service providing site. The service providing site is provided with an ID key receiving portion for receiving the ID key from the user, a customer data requesting portion for transmitting the ID key to the information providing site, and a customer data receiving 15 portion for receiving private data corresponding to the ID key. The customer data extracting portion transmits private data corresponding to the ID key transmitted by the customer data requesting portion.